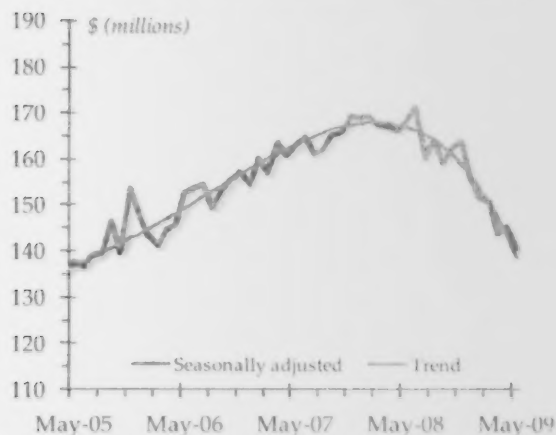


Tourism Sector Monitor ♦ August 2009

Room revenue

Accommodation revenues within BC fell (-3.3%, seasonally adjusted) in May. This drop is attributed to revenue declines in Thompson/Okanagan (-4.8%) and Mainland/Southwest (-4.9%). Room receipts also declined in Cariboo (-0.5%), with the worst hit being Nechako (-14.0%). However, this was offset by modest increases in Northeast (+2.0%), Kootenay (+0.5%) and North Coast (+0.3%). Room revenues in Vancouver Island/Coast remained flat (0.0%).

BC room revenue took another hit in May



Data Source: BC Stats

Provincial room revenue fell across all accommodation categories in May. Very large hotels (251+ rooms; -7.7%) were especially hard hit. Large hotel (151-250 rooms; -1.7%) revenues fell for the seventh consecutive month, while mid-sized (76-150 rooms; -1.2%) and small (1-75 rooms; -3.4%) hotels also slipped. Motels ex-

perienced another month of steady decline (-1.0%). Finally, vacation rentals (-0.8%) and other accommodation (-2.6%) saw a slump in room revenue.

Table 1: Room revenue
(seasonally adjusted)

	May-09 (\$000)	Apr-09 (\$000)	change %
Accommodation Type			
Total	140,624	145,471	- 3.3
Hotels	102,397	106,605	- 3.9
Motels	16,639	16,808	- 1.0
Other Accommodations	21,636	22,006	- 1.7
Regions (Top 3 performers)			
Northeast	5,686	5,575	+ 2.0
Kootenay	7,765	7,723	+ 0.5
North Coast	1,908	1,903	+ 0.3

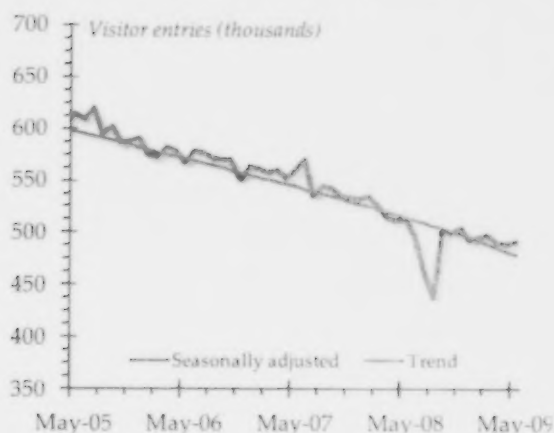
Data Source: BC Stats

Visitor entries

Visitor entries to the province inched up 0.6% (seasonally adjusted) in May as a result of notable strides in visits from the US (+2.7%). Entries from overseas markets, however, dropped off significantly (-6.1%), due to slowdowns in visits from Asia (-5.8%), Europe (-5.6%) and other countries (-7.5%).

Concerns about the H1N1 flu, which started in late April and escalated through May, resulted in suggestions by health authorities to reduce international travel. This, together with the economic downturn, may have contributed to major declines in entries from countries such as UK (-53.4%), Australia (-67.0%), Mexico (-72.8%), China (-90.7%) and South Korea (-92.2%).

Visits from the US were slightly offset by a decline in overseas visitors



Data Source: Statistics Canada

Table 2: Visitor entries
(seasonally adjusted)

	May-09 (000s)	Apr-09 (000s)	change %
American visitors			
Total	382	372	+ 2.7
Same-day	124	117	+ 5.6
Overnight	258	254	+ 1.3
Overseas visitors			
Total	110	117	- 6.1
Europe	39	41	- 5.6
Germany	7	7	-11.2
UK	9	19	-53.4
Asia	49	52	- 5.8
Hong Kong	6	8	-24.1
Japan	10	11	- 4.4
Taiwan	1	4	-77.6
Other	22	24	- 7.5

Data Source: BC Stats & Statistics Canada

Other indicators

Hotel occupancy in BC dropped (-1.7 percentage points to 57%) to its lowest point in almost four years. Average room rates also slipped (-2.2%) to \$127.90.

May also brought along low air passenger volumes. Specifically, Vancouver International Airport saw a drop (-5.0%) in passenger volumes at the domestic (-1.7%), trans-border

(-6.9%) and other international (-10.5%) levels. Victoria International Airport also felt this drop seeing fewer (-2.2%) air passengers.

Consumers also held out on ferry travel in May. BC Ferries experienced a reduction in passenger (-0.9%) and vehicle (-0.2%) volumes during the month.

BC food services remained flat (0.0%) in May, while drinking places sold more (+0.4%).

Table 3: Other tourism indicators
(seasonally adjusted)

	May-09	change from Apr-09
Hotel Industry		
Occupancy Rate (%)	57.0	-1.7 pp
Average Room Charge (\$)	127.90	- 2.2
Airport Passengers	(000s)	(%)
Vancouver International Airport		
Total Traffic	1,312	- 5.0
US (trans-border)	314	- 6.9
Other International	285	-10.5
Canada (domestic)	713	- 1.7
Victoria International Airport		
Total Traffic	124	- 2.2
Food Services Receipts	(\$ millions)	(%)
All Establishments	653	+ 0.4
Food Service	598	0.0
Drinking Places	55	+ 0.4
Transportation	(000s)	(%)
BC Ferries		
Vehicle Volume	679	- 0.2
Passenger Volume	1,729	- 0.9
Exchange Rates	Cdn \$1.00	
US Dollar (\$)	0.869	+0.05
UK Pound (£)	0.563	+0.01
Japanese Yen (¥)	83.921	+3.15
Australian Dollar (\$)	1.135	-0.01

Data Source: Statistics Canada (pp = percentage points)

A look ahead—June 2009

Room revenue estimates for June indicate another drop (-1.7%) in receipts. Declines in Vancouver Island/Coast (-3.3%) and Mainland/Southwest (-2.5%) were slightly offset by revenue growth in Thompson/Okanagan (+2.0%). Also, growth in Nechako (+9.2%), Northeast (+4.1%) and Cariboo (1.7%) was countered by lower accommodation sales in Kootenay (-5.3%) and North Coast (-6.6%).

Accommodation types in June mimicked the declines of May, as the recession gripped the industry. All hotels lost ground (-1.5%), brought on by a drop in room revenues, particularly at large (151-250 rooms; -3.5%) and small (1-75 rooms; -2.4%) hotels. Motels had slightly lower revenues (-0.1%), while vacation rentals (-3.0%) and other accommodations (-5.1%) saw more noticeable downturns.

Hotel occupancy fell (-0.3 percentage points) even further in June to 56.7%. Similarly, the average room rate in BC slipped to an even \$125.

Movement at the two major airports continued to be somewhat hampered. As in May, Vancouver International Airport saw a drop in domestic (-1.4%), trans-border (-2.8%) and other international (-3.3%) passenger travel. Victoria International had a slight uptick (+0.5%) in passenger volume.

BC Ferries reintroduced their summer, mid-week, CoastSaver fare that may have promoted ferry ridership. More vehicles (+3.1%) and passengers (+1.7%) boarded in June.

Revenues at BC's drinking places grew (+4.4%) while food services saw a slight downturn (-1.1%).

Note about preliminary numbers

Companies file their hotel room taxes with varying delays. The initial data retrieved by BC Stats may be revised considerably over the following months. BC Stats reports room revenues with a three-month lag. For example, data for January are not reported until April. However, we also report "preliminary data" with a two-month lag.

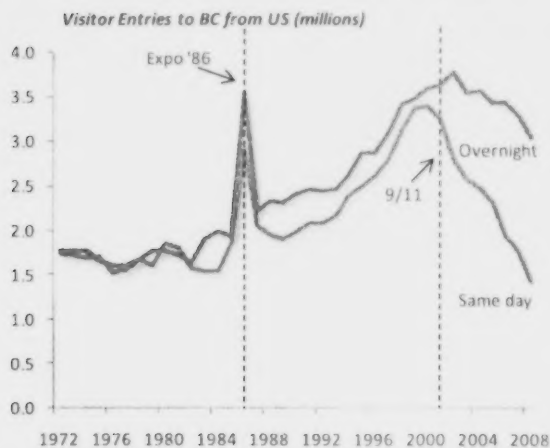
How accurate is the preliminary data? Over 24 reports in 2006-2008, seasonally adjusted preliminary numbers—reported in the "look ahead" section—were lower than subsequently reported estimates by an average of 0.2 percentage points, thereby either underestimating growths or overestimating declines. This is partly because the initial data retrieved at the time the estimates are calculated are not always complete. For example, if the preliminary figure is 1.5, the actual number probably is around 1.7. And if the preliminary figure is -0.5, the actual number is about -0.3.

Special Focus: Demand for same-day travel in BC by Americans

Introduction

Since the turn of the century, the number of Americans visiting British Columbia has dwindled. Between 2000 and 2008, the number of US residents entering Canada through BC has shrunk by more than one-third (-36.1%) from a peak of just over 7.0 million entries to less than 4.5 million entries. While the number of overnight travellers has fallen sharply (-15.3%), it is even more interesting that the number of same-day visitors has dropped by more than half (-57.7%), to its lowest level since 1972 (the first year of the current series).

Since 2000, the number of American entries has declined rapidly



Data Source: Statistics Canada & BC Stats

This begs the question, what has happened to drive the number of same-day entries from the US to record low levels? Can these effects be measured? Understanding the factors that contributed to the decline seen over the past decade can be crucial to revealing their relative importance to a stable demand model for same-day travel.

A modelling exercise

To that end this article will outline an attempt to model demand for same-day travel to BC by Americans using regression analysis. The model investigates a number of factors which may be influencing same-day travel plans.

A novel feature of the techniques used is that it is possible to divide the discussion of the model into two parts, a "short-run" component that illustrates the relationship between year-to-year growth rates taking into account specific events or shocks, and a "long-run" component that presents the relationship without any shocks that would wash out over a sufficiently long period of time. It is also possible to explicitly exploit a long-run relationship between the variables used. For ease of understanding, however, the focus will be on the long-term results.

Demand for same-day travel

Before plunging too deeply into data, equations and statistics, it is important to consider a definition of "demand for same-day travel." Demand for a good or service isn't something that can be directly observed—it is a measure of a desire to consume something and a willingness to pay for it.

How can the "desire of Americans to travel to BC" be measured? There are a number of variables that might be considered appropriate, but for the purposes of this article it is a choice between two measures: the number of travellers that actually come to BC from the US and the amount that Americans spend while they are here. Because data on the number of Americans that enter BC are tracked accurately, the number of "same-day visitor entries to BC by US

residents" will serve as a proxy for same-day travel demand.

Given a definition of demand for same-day travel as the number of same-day visitors, it is important to explore possible variables that might drive demand. Fortunately, economic theory and intuition provide us with an idea of how to proceed.

There are many factors that go into the choice to travel to a different country, but for the sake of simplicity the choice comes down to:

- the amount of money the average American has available (*i.e.*, real personal disposable income per capita);
- the cost of transportation to BC from the US (*i.e.*, a transportation "price index" for the United States); and
- the cost of travelling within BC relative to the cost of travelling within US (*i.e.*, an exchange rate adjusted relative travel price index).

The extent to which each of these factors influences same-day travel by Americans was tested using econometric analysis. The results are summarized below.

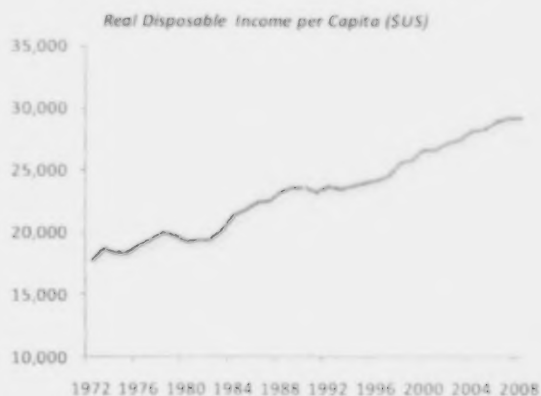
Disposable income

It probably isn't surprising that income plays a role in the choice to travel. Travel expenditures are discretionary, so the more money a potential American traveller has in-hand, the more likely it is that travel plans could include a trip across the border.

Data for total disposable income earned in the United States is divided by the population to derive a *per capita* disposable income variable. Further, per capita disposable income has been adjusted for inflation using the "all-items" Consumer Price Index for the United States. The end result is *real* disposable income per capita.

As expected, the model shows that an increase in US real disposable income per capita leads to more same-day visitors from the US. Specifically, the model suggests that, on average, a one percent increase (or decrease) in disposable income results in a roughly five percent (4.7%) hike (or drop) in the number of American same-day travellers. These results confirm that travel is a luxury good and therefore very sensitive to changes in income.

*The more money Americans make,
the more likely they are to travel to BC*



Data Source: U.S. Department of Commerce & BC Stats

Cost of transportation

Price plays a large role in any purchasing decision. If an item costs more than an individual is willing to pay for it, that person doesn't buy it. The same is true for transportation. Transportation from the US to British Columbia involves the purchase of different goods and services depending on how a potential visitor planned to travel to BC and includes such goods as gasoline (if driving) and services such as fares (if flying or taking a bus or ferry).

Therefore, a weighted average of price indexes related to these factors was calculated in order to create a rough "basket" of transportation goods and services relevant to transportation assuming that these costs are incurred in the United States. In other words, it is assumed that

same-day visitors buy their gasoline or pay for their tickets before crossing into BC.

Have rising transportation costs contributed to the decline in the number of American visitors?



Data Source: U.S. Department of Labour & BC Stats

Not surprisingly, the model confirms that an increase in transportation costs results in a decrease in the number of same-day visitors. In fact, the model suggests that on average, a one percent rise in transportation costs leads to a one and a half percent (1.5%) drop in the volume of American same-day travellers. This result also suggests that demand for same-day travel may respond disproportionately to changes in transportation costs.

Relative prices

When making a choice to buy something, it isn't just income and the price of the item that affect one's decision. Purchasing decisions often account for the price of some other good or service that might be a substitute for it. For the sake of simplicity, it is assumed that a potential traveller from the United States chooses between travelling to BC and travelling within the United States.

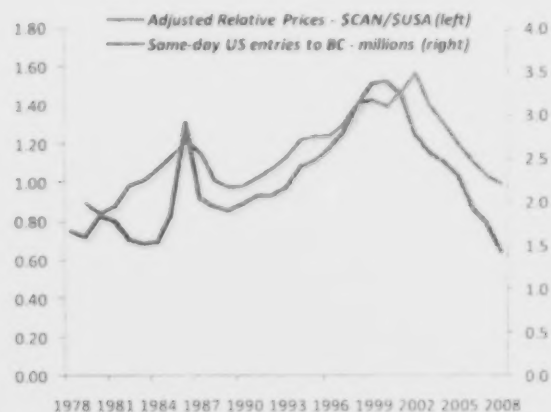
In order to capture this effect, comparable composite price indexes for travel expenses in BC and travel within the United States were constructed. Taking a ratio of one to the other

yields an index of relative price changes for travel over time. This travel basket includes indexes for the cost of food, gasoline, airfares and other modes of transportation.

Also, because the exchange rate between the Canadian and American currencies fluctuates, it is appropriate to adjust this relative price change index by the exchange rate faced by Americans (Canadian dollars per US dollar). This exchange rate adjusted relative price change for travel can also be thought of as a *real* exchange rate or as a measure of the relative buying power that an American has while travelling in BC compared to travelling closer to home.

Interestingly, the behaviour of the exchange rate adjusted relative price index and the volume of same-day entries is very similar. This makes intuitive sense. As Americans' relative buying power improves, so do the number of Americans that decide to cross the border into BC. Conversely, as relative buying power diminishes, the number of same-day visitors drops off.

Buying power and same-day visits rise and fall together



Data Source: U.S. Department of Labour, Statistics Canada, Bank of Canada & BC Stats

The results of the model confirm this intuition, indicating that in the long-run, a one percent

increase in American buying power leads to a slightly more than one percent (1.2%) rise in the number of same-day entries from the US. Also, as was the case for the cost of transportation, a change in buying power affects the number of visitor entries disproportionately more. This fact also illustrates that travel to BC and travel within the US are substitutes for each other.

Expo'86, September 11 and SARS/Iraq war

So far this discussion has been primarily focused on the long-run relationship between these variables. However, there are a number of other factors, such as certain significant events, that might affect year-to-year changes in demand for same-day travel in the short-run. Some of these have been included as a part of the short-run component of the model, as it is expected that the effects of these events eventually fade over time. These events have been modelled as a number of "dummy" variables that are equal to one at the moment in time of the event and zero elsewhere. The effect of including such dummy variables is to explicitly indicate the fact that these events are shocks that produce temporary deviations from the "normal" level of the series.

Expo'86 lasted five and a half months and brought millions of visitors into BC. The effect that Expo'86 had on the volume of US visitors during that year can be seen in the increase in the number of American same-day entries (+56.3%). Therefore, a dummy variable has been introduced to account for the "spike" observed in same-day travel from the US in that year. Not surprisingly, the model confirms that Expo'86 was a significant event that positively impacted growth in same-day visitor entries for that year.

The terror attacks of September 11, 2001 have, in many ways, had lingering effects on policy when it comes to travel. This model assumes

that the ramifications will be realized in the short-run. The model supports the fact that September 11th had a negative effect on same-day travel, but it also finds that the effect is not statistically different from zero.

In 2003, *Severe Acute Respiratory Syndrome* or SARS was largely contained in the Toronto area, but wide-spread concern, a World Health Organization travel advisory and a flurry of media attention around the disease may have had some effects on same-day travel to Canada by Americans, including BC. At this time, the conflict in Iraq began and the uncertainty surrounding the immediate aftermath of the invasion may have also contributed to a decline in demand for same-day travel. Therefore, a dummy variable was introduced to the model to take into account the events of 2003. While the model confirms that these events did have a statistically significant negative impact on the number of same-day travellers from the US, it isn't possible to divide the effects of one event from the other.

Other features of the model

Given the framework of the model, another result of the model captured by the short-run component is an "error correction term." The coefficient of this term illustrates the speed at which "shocks" that drive the relationship out of balance are absorbed as the variables revert back to their long-run relationship.

According to the current model, the effects of a given shock to income, the real exchange rate or transportation costs, will be adjusted to at a rate of 36.1% per year, a rather slow rate of adjustment. That said, roughly nine-tenths (89.3%) of a given shock would be accounted for after approximately five years.

Conclusion

In this article, a model of demand for same-day travel to BC by Americans was constructed.

This model accounts for the fact that there exists a statistically significant long-run equation that is expressed by visitor entries as a function of real per capita disposable income, the real exchange rate between Canada and the US, and the cost of transportation to BC. The model also included a short-run component that attempts to capture the effects of events such as Expo'86, the terror attacks of September 11, 2001 and SARS/Iraq war.

For the most part, the results of the model confirm previous and comparable modelling strategies. Due to the nature of the modelling technique used, it also provides additional, potentially useful information such as the speed at which a short term "shock" to a variable of the model is absorbed.

That said, some assumptions made may affect the results obtained. Chief among these is the assumption that there is a single long-term relationship and that the relationship is unbroken. While there is statistical evidence to suggest a single unbroken long-run relationship, the tests used are known to have less than optimal power.

Another assumption is that dummy variables are treated as short-term events that introduce temporary deviations in the long-run demand rather than a permanent shift. For example, this

model treats the effects of September 11th as a "shock" that affects demand for same-day travel for a relatively short period of time; an argument can be made that this event permanently altered demand and should be treated as a factor in establishing a new long-run relationship.

Other factors, not easily measurable at this time, could also play a role in either the long-run or short-run relationships considered here. For instance, new rules for travel, including more stringent security checks at the border, potentially longer wait times and the recent (June 2009) adoption of the *Western Hemisphere Travel Initiative* requirement to have appropriate documentation to travel between Canada and the US have likely also affected demand for same-day travel. However, these factors are less easily measured, and for that reason have been excluded from the analysis.

Finally, it is reasonable to assume that the bulk of US same-day entries into BC come from Washington State. Consequently, an analysis using state-specific data (visitor entries, disposable income and transportation costs, if available) might improve the model quality.

Appendix: Methodology and Model Results

Cointegration results

Using the Engle and Granger (1987) method to test for the presence of a cointegrating vector between the variables, each of the series considered part of the long-run relationship were subjected to *Augmented Dickey-Fuller* (ADF) tests for unit roots. Each series were found to contain a unit root process in the levels, but not in the first difference, leaving them all integrated of order one, $I(1)$.

Null Hypothesis: unit root

Variable	p-value
$ve1_t$	0.52
pdi_t	0.96
$rp1_t$	0.64
tc_t	0.99

Following auxiliary regression of the number of same-day entries ($ve1_t$) on real per capita disposable income (pdi_t), the real exchange rate ($rp1_t$) and transportation costs (tc_t), residuals (v_t) from this series were obtained and an ADF test was performed on them. Supporting a hypothesis of a unit root would suggest that there is no cointegration (i.e., no long-run equilibrium).

Null Hypothesis: unit root

Variable	p-value
v_t	0.00

Rejecting the hypothesis of a unit root in the residuals, we can consider these results indicative of a long-run equilibrium relationship that can be exploited through the use of a one-equation error correction model with two lags (chosen by *Schwarz's Bayesian Information Criteria*) and one cointegrating vector.

The long-run cointegrating equation in the levels is given by:

Dependent variable: $\ln ve1_t$

Regressor	Coefficient	Standard Error	t-ratio
$\ln pdi_t$	4.67	1.30	3.59
$\ln rp1_t$	1.25	0.28	4.51
$\ln tc_t$	-1.50	0.46	-3.28
constant	-32.07	11.26	-2.85

The corresponding conditional error correction model is given by:

Dependent variable: $\Delta \ln ve1_t$

Regressor	Coefficient	Standard Error	t-ratio
v_{t-1}	0.36	0.17	NA
$\Delta \ln ve1_{t-1}$	-0.51	0.14	-3.54
$\Delta \ln ve1_{t-2}$	-0.30	0.12	-2.41
$\Delta \ln pdi_{t-1}$	2.43	0.98	2.48
$\Delta \ln pdi_{t-2}$	-2.23	1.01	-2.21
$\Delta \ln rp1_{t-1}$	1.50	0.40	3.77
$\Delta \ln rp1_{t-2}$	-0.59	0.35	-1.66
$\Delta \ln tc_{t-1}$	1.02	0.51	1.99
$\Delta \ln tc_{t-2}$	-2.23	0.38	-5.83
$d_{expo\ 86}$	0.59	0.10	5.86
$d_{sept\ 11}$	-0.10	0.08	-1.16
$d_{SARS/iraq}$	-0.18	0.09	-2.08

$$\bar{R}^2 = 0.754 \quad \hat{\sigma} = 0.076 \quad AIC = -2.14 \quad SBC = -1.57$$

\bar{R}^2 is the adjusted squared multiple correlation coefficient, $\hat{\sigma}$ is the standard error of the regression, AIC and SBC are the Akaike's and Schwarz's Bayesian Information Criteria.

Diagnostics

Although not all of the regressors in the error correction model are significant, there is no evidence of serial correlation or heteroskedasticity. Further investigation could explore the possibility of refining the specification through a distributed lag process rather than one that assumes that all autoregressive terms have the same order. Estimation of a system of simultaneous equations may also be of interest.

Table 1: Room Revenue by Development Region (\$000), Seasonally Adjusted

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2004	293,800	870,904	219,949	77,720	43,735	21,257	8,280	51,540	1,587,185
2005	309,134	910,164	236,479	81,467	49,272	22,070	9,579	63,400	1,681,564
2006	323,895	973,973	259,128	88,989	54,701	23,127	9,697	74,099	1,807,609
2007	351,617	1,044,853	293,097	105,026	61,892	27,682	11,159	68,633	1,963,959
2008	340,332	1,056,792	298,525	104,155	62,017	27,376	10,805	77,237	1,977,239
Annual growth rates									
2004	8.1	6.6	8.7	6.1	6.4	2.7	- 1.7	11.9	7.2
2005	5.2	4.5	7.5	4.8	12.7	3.8	15.7	23.0	5.9
2006	4.8	7.0	9.6	9.2	11.0	4.8	1.2	16.9	7.5
2007	8.6	7.3	13.1	18.0	13.1	19.7	15.1	- 7.4	8.6
2008	- 3.2	1.1	1.9	- 0.8	0.2	- 1.1	- 3.2	12.5	0.7
Monthly data									
May-08	28,519	90,579	25,538	8,890	5,253	2,258	881	6,611	168,529
Jun-08	29,578	90,764	26,136	9,317	5,535	2,264	905	6,885	171,384
Jul-08	27,584	86,213	24,010	8,123	5,078	2,260	893	6,248	160,408
Aug-08	28,306	87,118	25,745	8,593	5,099	2,094	863	6,562	164,380
Sep-08	27,459	84,953	24,013	8,208	4,968	2,053	929	6,776	159,359
Oct-08	28,007	86,562	24,807	8,264	4,991	2,214	909	7,123	162,877
Nov-08	28,393	84,014	24,937	11,752	4,802	2,255	871	6,950	163,974
Dec-08	27,094	82,832	23,317	8,039	4,779	2,639	864	6,515	156,080
Jan-09	26,214	80,266	23,352	7,549	4,732	2,558	715	6,398	151,783
Feb-09	27,509	79,668	23,385	7,383	4,578	2,150	817	5,413	150,904
Mar-09	25,718	75,915	22,139	7,510	4,420	1,995	847	5,198	143,741
Apr-09	25,102	77,631	22,351	7,723	4,321	1,903	865	5,575	145,471
May-09	25,096	73,842	21,284	7,765	4,298	1,908	744	5,686	140,624
Month-over-month growth rates									
May-08	0.5	1.4	2.4	15.2	- 2.2	- 5.7	-18.4	- 6.2	1.4
Jun-08	3.7	0.2	2.3	4.8	5.4	0.3	2.7	4.1	1.7
Jul-08	- 6.7	- 5.0	- 8.1	-12.8	- 8.3	- 0.2	- 1.3	- 9.3	- 6.4
Aug-08	2.6	1.0	7.2	5.8	0.4	- 7.3	- 3.4	5.0	2.5
Sep-08	- 3.0	- 2.5	- 6.7	- 4.5	- 2.6	- 2.0	7.7	3.3	- 3.1
Oct-08	2.0	1.9	3.3	0.7	0.5	7.9	- 2.2	5.1	2.2
Nov-08	1.4	- 2.9	0.5	42.2	- 3.8	1.9	- 4.1	- 2.4	0.7
Dec-08	- 4.6	- 1.4	- 6.5	-31.6	- 0.5	17.0	- 0.8	- 6.3	- 4.8
Jan-09	- 3.2	- 3.1	0.1	- 6.1	- 1.0	- 3.1	-17.3	- 1.8	- 2.8
Feb-09	4.9	- 0.7	0.1	- 2.2	- 3.3	-15.9	14.3	-15.4	- 0.6
Mar-09	- 6.5	- 4.7	- 5.3	1.7	- 3.5	- 7.2	3.7	- 4.0	- 4.7
Apr-09	- 2.4	2.3	1.0	2.8	- 2.2	- 4.6	2.1	7.3	1.2
May-09	0.0	- 4.9	- 4.8	0.5	- 0.5	0.3	-14.0	2.0	- 3.3

May month-over-month growth rates

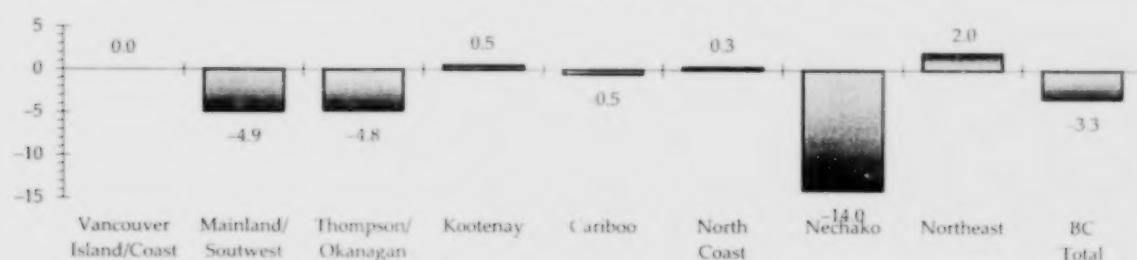


Table 2: Room Revenue by Accommodation Type (\$000), Seasonally Adjusted

Period	Hotels (Rooms)				Motels	Vacation Rentals	Miscellaneous incl. Fishing Lodges
	251+	151-250	76-150	1-75			
Annual data							
2004	450,729	206,157	327,095	155,194	199,464	140,485	108,062
2005	464,550	220,831	353,450	170,111	214,522	145,630	112,469
2006	489,210	244,627	387,134	186,946	235,740	143,330	120,622
2007	517,695	261,655	435,917	200,035	247,119	161,591	139,947
2008	516,021	260,092	455,340	199,635	240,855	159,445	145,851
Annual growth rates							
2004	8.6	6.1	9.3	6.1	6.5	3.4	5.3
2005	3.1	7.1	8.1	9.6	7.5	3.7	4.1
2006	5.3	10.8	9.5	9.9	9.9	- 1.6	7.2
2007	5.8	7.0	12.6	7.0	4.8	12.7	16.0
2008	- 0.3	- 0.6	4.5	0.2	- 2.5	- 1.3	4.2
Monthly data							
May-08	44,133	22,427	39,042	16,594	20,348	13,576	12,393
Jun-08	44,438	22,838	39,801	17,123	20,918	13,478	12,761
Jul-08	41,559	21,266	36,854	16,280	19,557	12,929	11,973
Aug-08	41,972	21,709	38,228	17,013	19,894	13,320	12,236
Sep-08	41,169	21,021	37,160	16,047	19,416	12,347	12,200
Oct-08	42,272	21,312	38,058	16,708	19,652	12,727	12,172
Nov-08	41,016	20,933	37,791	16,565	19,289	15,857	12,553
Dec-08	40,037	20,301	36,746	16,332	19,318	11,390	11,982
Jan-09	38,824	19,642	36,506	15,574	18,464	11,175	11,214
Feb-09	40,052	19,601	36,061	15,778	18,082	10,522	10,810
Mar-09	36,836	18,918	34,808	15,019	17,047	10,385	10,739
Apr-09	38,427	18,199	34,799	15,180	16,808	11,162	10,843
May-09	35,476	17,882	34,375	14,664	16,639	11,071	10,564
Month-over-month growth rates							
May-08	- 0.1	0.3	0.1	0.5	1.4	9.2	5.4
Jun-08	0.7	1.8	1.9	3.2	2.8	- 0.7	3.0
Jul-08	- 6.5	- 6.9	- 7.4	- 4.9	- 6.5	- 4.1	- 6.2
Aug-08	1.0	2.1	3.7	4.5	1.7	3.0	2.2
Sep-08	- 1.9	- 3.2	- 2.8	5.7	- 2.4	- 7.3	- 0.3
Oct-08	2.7	1.4	2.4	4.1	1.2	3.1	- 0.2
Nov-08	- 3.0	- 1.8	- 0.7	0.9	- 1.8	24.6	3.1
Dec-08	- 2.4	- 3.0	2.8	1.4	0.2	-28.2	4.5
Jan-09	- 3.0	- 3.2	- 0.7	4.6	- 4.4	- 1.9	- 6.4
Feb-09	3.2	- 0.2	- 1.2	1.3	- 2.1	- 5.8	- 3.6
Mar-09	- 8.0	- 3.5	- 3.5	4.8	- 5.7	- 1.3	- 0.7
Apr-09	4.3	- 3.8	0.0	1.1	- 1.4	7.5	1.0
May-09	- 7.7	- 1.7	- 1.2	3.4	- 1.0	- 0.8	- 2.6

May month-over-month growth rates

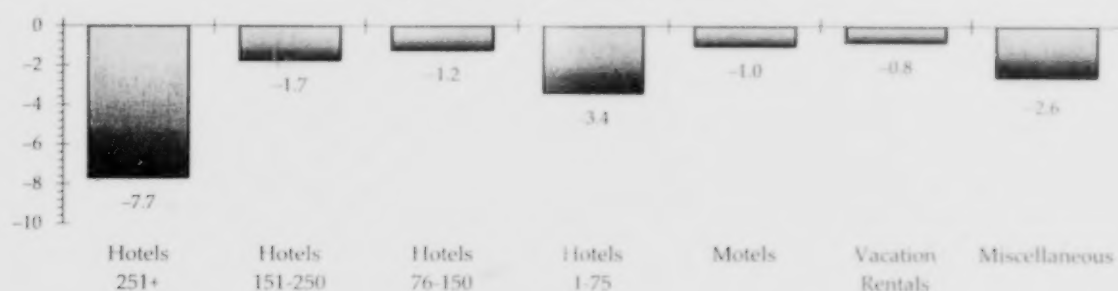


Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	May-09	YTD 09	May-08	YTD 08	May-09	May-08	May-09	May-08
Vancouver Island/Coast								
17 Capital								
All accommodation types	16,229	54,831	- 13.2	- 8.4	168	- 4	8,387	- 35
Hotels	14,089	47,673	12.8	- 7.9	67	- 2	5,927	- 22
76-150 Rooms	3,601	11,447	3.1	- 4.6	21	1	2,068	117
1-75 Rooms	2,696	9,382	16.8	- 13.1	35	- 3	1,372	-139
Motels	809	2,888	20.1	- 18.6	20	0	840	- 1
Miscellaneous	902	3,004	18.6	- 3.2	40	- 2	1,193	- 12
19 Cowichan Valley								
All accommodation types	806	3,183	- 16.8	- 19.4	32	- 2	690	- 6
Motels	98	487	39.1	- 27.2	13	- 1	245	- 12
21 Nanaimo								
All accommodation types	3,413	12,205	6.4	- 3.9	65	- 4	2,335	-139
Hotels	1,812	6,043	29.9	4.8	15	1	1,027	65
Motels	704	2,696	18.5	- 19.9	22	- 3	649	- 76
23 Alberni-Clayoquot								
All accommodation types	3,693	11,981	- 4.8	- 6.5	65	1	1,677	78
Hotels	1,124	3,454	4.0	- 2.9	13	2	588	146
Motels	287	972	14.6	- 18.7	20	0	390	- 2
Vacation Rentals	1,368	4,459	3.5	1.3	18	1	325	10
25 Comox Valley +								
26 Strathcona								
All accommodation types	2,598	9,680	- 18.1	- 20.4	72	- 1	2,165	112
Hotels	901	4,281	4.6	- 6.1	10	0	638	82
Motels	482	2,071	34.7	- 33.3	24	2	675	50
Vacation Rentals	249	943	6.8	- 24.6	20	- 2	248	- 13
27 Powell River								
All accommodation types	464	1,567	- 26.5	- 10.8	21	- 2	398	- 20
43 Mount Waddington								
All accommodation types	450	1,451	- 15.0	- 23.6	22	- 1	636	-132

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
			May-08	YTD 08				
	May-09	YTD 09			May-09	May-08	May-09	May-08
Mainland/Southwest								
09 Fraser Valley								
All accommodation types	3,666	15,369	- 8.1	- 9.1	69	- 5	2,358	-181
Hotels	2,683	11,769	6.1	- 7.5	17	- 2	1,274	-140
Motels	771	2,768	17.0	- 17.7	35	- 1	911	- 26
15 Greater Vancouver								
All accommodation types	65,745	252,451	- 18.7	- 13.4	234	5	28,868	723
Hotels	61,674	236,106	18.6	- 13.4	162	7	23,564	746
251+ Rooms	30,693	117,282	19.6	- 14.7	22	0	8,953	0
151-250 Rooms	12,120	47,057	22.0	- 16.7	28	1	5,485	200
76-150 Rooms	15,204	58,847	15.5	- 9.9	65	5	6,894	492
1-75 Rooms	3,658	12,921	10.4	- 3.1	47	1	2,232	54
Motels	2,387	9,392	23.8	- 16.6	37	0	1,901	- 20
Vacation Rentals	322	4,179	33.2	- 9.2	13	- 4	474	- 32
Miscellaneous	1,362	2,774	7.4	- 2.6	22	2	2,929	29
29 Sunshine Coast								
All accommodation types	592	1,912	5.3	4.7	26	4	439	42
31 Squamish-Lillooet								
All accommodation types	6,183	93,938	- 17.4	- 20.5	84	0	5,306	144
Hotels	5,251	70,038	18.5	- 16.8	35	3	3,774	202
76-150 Rooms	1,617	21,193	4.6	- 6.6	14	1	1,316	111
Vacation Rentals	563	18,630	9.7	- 30.0	27	1	1,048	- 15
Thompson/Okanagan								
07 Okanagan-Similkameen								
All accommodation types	3,992	11,328	- 6.0	- 8.0	113	2	3,452	60
Hotels	1,908	5,332	7.3	- 7.3	12	0	1,062	0
Motels	1,278	3,214	7.5	- 11.6	72	2	1,708	39
Vacation Rentals	185	1,259	15.9	- 8.9	11	- 1	194	- 18
Miscellaneous	621	1,521	6.5	- 0.7	18	2	488	53
33 Thompson-Nicola								
All accommodation types	5,448	23,334	- 20.4	- 14.8	144	- 6	5,303	-155
Hotels	2,729	11,164	20.9	- 16.7	30	- 1	1,990	- 52
1-75 Rooms	481	1,697	21.8	- 16.7	19	- 1	672	- 52
Motels	1,962	6,534	16.6	- 12.1	65	- 3	2,054	- 69
Miscellaneous	423	1,776	33.8	44.1	24	1	830	137
35 Central Okanagan								
All accommodation types	6,772	21,470	- 16.7	- 11.9	54	5	3,432	78
Hotels	4,556	14,987	13.0	- 7.5	15	2	1,730	103
Motels	1,463	4,393	10.5	- 10.3	20	- 1	1,071	- 41
37 North Okanagan								
All accommodation types	1,692	9,620	- 8.7	- 11.9	38	- 1	1,519	107
Hotels	1,130	5,017	11.6	- 16.9	10	- 1	769	- 21
Motels	452	1,334	4.2	- 6.2	15	- 1	506	- 13
39 Columbia-Shuswap								
All accommodation types	2,812	18,163	- 19.7	- 5.9	93	- 3	3,451	- 53
Hotels	1,573	8,630	10.9	2.4	21	- 3	1,518	- 32
Motels	861	4,478	28.9	- 13.2	35	- 1	1,289	- 5
Miscellaneous	311	4,888	27.3	- 11.3	26	- 1	518	- 40

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	May-09	YTD 09	May-08	YTD 08	May-09	May-08	May-09	May-08
Kootenay								
01 East Kootenay								
All accommodation types	3,314	22,179	- 21.5	- 13.4	118	0	4,412	- 67
Hotels	1,354	7,237	31.6	- 13.7	26	- 1	1,592	- 78
76-150 Rooms	781	4,546	36.9	- 14.1	10	- 1	948	- 80
1-75 Rooms	573	2,691	22.9	- 13.0	16	0	644	2
Motels	588	2,323	33.4	- 19.5	42	0	967	32
Vacation Rentals	444	7,894	2.4	- 11.6	33	2	1,070	- 63
Miscellaneous	928	4,725	0.4	- 12.8	17	- 1	783	42
03 Central Kootenay								
All accommodation types	1,941	7,036	- 4.5	- 9.8	72	- 3	1,579	- 27
Hotels	814	2,907	4.2	- 11.7	13	- 2	592	- 59
Motels	555	1,831	0.2	- 5.5	31	0	644	40
Vacation Rentals	85	171	27.9	- 25.2	16	1	131	5
Miscellaneous	488	2,127	- 4.1	- 9.0	12	- 2	212	- 13
05 Kootenay Boundary								
All accommodation types	497	9,171	- 13.0	- 18.0	33	- 1	764	- 9
Motels	260	1,005	20.0	- 17.5	20	- 1	409	- 9
Cariboo								
41 Cariboo								
All accommodation types	1,795	5,757	- 5.2	- 10.0	80	- 6	1,716	-152
Fishing lodges	83	102	28.4	20.2	11	1	78	11
Hotels	738	2,669	6.3	- 3.9	10	- 1	568	-102
Motels	806	2,331	0.1	- 15.1	29	- 3	836	- 34
Vacation Rentals	66	110	39.5	- 40.0	19	- 2	139	- 11
Miscellaneous	101	544	19.6	- 10.0	11	- 1	95	- 16
53 Fraser-Fort George								
All accommodation types	2,785	12,636	- 24.5	- 19.1	55	- 1	2,871	- 19
Hotels	1,606	7,977	29.5	- 19.0	16	0	1,349	0
North Coast								
47 Skeena-Queen Charlotte								
All accommodation types	1,055	3,334	- 15.0	- 7.2	35	- 1	1,116	- 64
Hotels	575	2,068	9.0	0.2	10	1	547	- 1
Motels	218	812	28.2	- 15.5	10	0	325	0
49 Kitimat-Stikine								
All accommodation types	876	3,519	- 7.9	- 10.2	38	0	933	29
Motels	401	1,533	13.5	- 15.1	21	1	503	9

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	May-09	YTD 09	May-08	YTD 08	May-09	May-08	May-09	May-08
Nechako								
51 Bulkley-Nechako +								
57 Stikine								
All accommodation types	675	2,865	- 16.8	- 14.7	50	0	1,130	42
Motels	278	1,288	21.9	- 14.0	18	0	523	- 9
Northeast								
55 Peace River +								
59 Northern Rockies [†]								
All accommodation types	3,922	27,542	- 12.6	- 6.3	76	0	4,648	155
Hotels	3,040	20,416	6.9	4.6	34	3	2,564	199
76-150 Rooms	2,476	16,537	0.6	13.9	18	2	1,901	213
1-75 Rooms	563	3,880	29.9	- 22.5	16	1	663	- 14
Motels	655	4,553	14.2	- 13.2	25	- 5	863	-104

Note: [†]Effective February 6th, 2009, this regional district is known as *Northern Rockies Regional Municipality*.

Data for regions with fewer than 10 properties reporting cannot be released.

Property counts only include properties reporting revenues during the reference period.

Table 4: Room Revenue by Urban Centre, Unadjusted

Development Region/ Urban Centre	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	May-09	YTD 09	May-08	YTD 08	May-09	May-08	May-09	May-08
Vancouver Island/Coast	27,707	95,238	-11.0	- 9.8	452	-14	16,399	-146
Victoria (C)	12,686	43,050	14.1	- 8.0	74	- 2	5,539	- 45
Saanich Peninsula	929	3,624	19.6	-13.2	14	- 1	530	- 45
Other CRD	2,613	8,157	6.0	- 8.5	80	- 1	2,318	55
Nanaimo (C)	1,850	6,834	10.7	- 8.6	22	0	1,091	20
Port Alberni (C)	342	1,481	10.0	- 0.6	12	0	364	-
Comox Valley	1,228	5,086	17.6	-15.2	16	0	740	86
Campbell River	1,004	3,055	15.6	-22.3	24	2	882	34
Tofino (DM)	2,896	9,004	- 5.3	- 7.8	29	0	804	6
Ucluelet (DM)	406	1,319	4.4	- 2.6	19	2	457	76
Rest of Development Region	3,753	13,629	-57.9	-55.7	162	-14	3,674	-333
Mainland/Southwest	76,185	363,671	-18.0	-15.1	413	4	36,971	728
Downtown Vancouver (C)	41,537	148,267	17.3	-14.1	85	1	13,015	341
Other Vancouver (C)	4,939	23,422	23.9	-14.4	39	1	3,396	- 17
Richmond (C)	8,433	38,622	25.0	-12.0	24	1	4,020	130
Burnaby (C)	2,601	10,530	-	-	10	2	2,084	236
Other GVRD	8,236	31,610	17.0	-12.1	76	0	6,353	33
Whistler (RM)	5,428	88,775	18.3	-21.6	56	0	4,490	48
Abbotsford/Mission	1,234	5,253	7.3	-10.7	13	- 2	773	- 38
Hope (DM)	320	1,034	12.6	- 9.9	19	0	430	-
Rest of Development Region	3,459	16,157	-	-	91	1	2,410	- 5
Thompson/Okanagan	20,717	83,914	-15.7	-11.0	442	- 3	17,157	37
Penticton (C)	1,909	5,915	10.7	-11.0	37	2	1,640	77
Kamloops (C)	3,631	12,105	21.4	-14.6	48	- 1	2,944	- 77
Kelowna (C)	5,890	18,943	16.0	-11.7	38	2	2,609	- 23
Vernon (C)	1,582	5,328	- 9.9	- 5.5	25	0	1,284	91
Revelstoke (C)	942	7,408	9.1	3.3	27	0	1,226	84
Golden (T)	663	4,427	-31.6	-24.7	29	- 4	1,120	- 95
Osoyoos (T)	858	2,022	4.6	- 5.2	29	1	878	46
Oliver/Okanagan Falls	196	443	-23.6	-21.2	15	1	222	- 7
Cache Creek (V)	180	482	5.1	-20.5	10	- 1	230	- 12
Rest of Development Region	4,867	26,841	30.9	-19.5	238	- 2	6,334	6,334
Kootenay	5,752	38,387	-15.7	-13.9	223	- 4	6,755	-103
Cranbrook (C)	826	3,315	33.3	-15.7	19	0	917	-
Fernie (C)	526	6,912	1.3	-16.5	20	- 1	737	- 27
Nelson (C)	655	2,429	4.1	-11.7	12	0	456	-
Kimberley	285	2,325	26.1	-10.9	19	0	445	-169
Columbia Valley	1,263	7,456	21.3	-13.8	47	0	1,909	103
Rest of Development Region	3,745	25,730	15.6	-13.2	172	- 3	4,645	- 76
Cariboo	4,580	18,393	-18.0	-16.4	135	- 7	4,587	-171
Quesnel (C)	431	1,238	9.9	-13.6	14	0	445	-
Williams Lake (C)	617	2,193	6.2	- 3.4	11	- 1	492	-102
Prince George (C)	2,201	9,889	28.1	-20.8	28	0	2,079	-
Valemount/Robson Valley	404	1,891	4.2	- 9.5	16	0	494	-
Rest of Development Region	1,331	5,073	9.6	-12.9	82	- 6	1,571	- 69

Table 4: Room Revenue by Urban Centre, Unadjusted

Development Region/ Urban Centre	Revenue				Properties		Rooms	
	(\$000)		% change from		#	# chg from	#	# chg from
	May-09	YTD 09	May-08	YTD 08				
North Coast	1,931	6,854	-11.9	- 8.7	73	- 1	2,049	- 35
Prince Rupert (C)	726	2,679	0.9	- 2.3	15	- 1	761	- 12
Terrace (C)	-	-	-	-	8	- 1	314	- 23
Rest of Development Region	-	-	-	-	50	1	974	-
Nechako	675	2,865	-16.8	-14.7	50	0	1,130	42
Smithers (T)	380	1,573	4.4	-15.8	14	0	453	19
Rest of Development Region	295	1,292	-28.8	-13.3	36	0	677	23
Northeast	3,922	27,542	-12.6	- 6.3	76	0	4,648	155
Dawson Creek (C)	745	5,640	12.1	- 0.2	15	- 1	633	- 41
Fort St. John (C)	1,089	7,405	19.3	-14.7	15	1	1,140	127
Rest of Development Region	2,087	14,498	8.8	- 3.7	46	0	2,875	69

Note: Data for regions with fewer than 10 properties reporting cannot be released.

Property counts only include properties reporting revenues during the reference period.

Table 5: Historical Room Revenue by Development Region (\$000), Unadjusted

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2004	293,800	870,904	219,949	77,720	43,735	21,257	8,280	51,540	1,587,185
2005	309,134	910,164	236,479	81,467	49,272	22,070	9,579	63,400	1,681,564
2006	323,895	973,973	259,128	88,989	54,701	23,127	9,697	74,099	1,807,609
2007	351,617	1,044,853	293,097	105,026	61,892	27,682	11,159	68,633	1,963,959
2008	340,332	1,056,792	298,525	104,155	62,017	27,376	10,805	77,237	1,977,239
Annual growth rates									
2004	8.1	6.6	8.7	6.1	6.4	2.7	- 1.7	11.9	7.2
2005	5.2	4.5	7.5	4.8	12.7	3.8	15.7	23.0	5.9
2006	4.8	7.0	9.6	9.2	11.0	4.8	1.2	16.9	7.5
2007	8.6	7.3	13.1	18.0	13.1	19.7	15.1	- 7.4	8.6
2008	- 3.2	1.1	1.9	- 0.8	0.2	- 1.1	- 3.2	12.5	0.7
Monthly data									
May-08	31,146	92,919	24,572	6,824	5,583	2,193	811	4,488	168,537
Jun-08	38,546	105,894	32,290	8,379	6,709	3,878	1,137	6,683	203,515
Jul-08	48,279	112,242	44,155	11,348	7,263	4,757	1,239	6,710	235,992
Aug-08	55,956	119,356	54,891	13,522	7,534	3,995	1,292	7,132	263,677
Sep-08	38,036	93,928	29,023	8,848	6,489	2,973	1,346	7,395	188,039
Oct-08	23,512	71,573	18,400	5,398	5,144	1,696	1,174	7,620	134,517
Nov-08	16,188	54,775	11,844	3,727	3,590	1,389	708	6,890	99,111
Dec-08	14,248	70,770	13,624	8,331	3,278	1,179	550	5,421	117,402
Jan-09	12,066	69,091	14,693	8,660	3,156	960	390	6,601	115,616
Feb-09	15,902	75,145	16,084	9,920	3,179	1,424	495	6,193	128,342
Mar-09	19,162	77,005	17,467	8,830	3,782	1,372	682	6,613	134,913
Apr-09	20,400	66,245	14,955	5,224	3,695	1,166	624	4,215	116,524
May-09	27,707	76,185	20,717	5,752	4,580	1,931	675	3,922	141,468
Year-over-year percent changes									
May-08	- 1.7	4.3	2.8	8.6	- 1.0	7.7	-14.4	10.2	3.0
Jun-08	0.9	3.2	6.7	7.3	9.7	- 5.0	1.3	16.4	3.9
Jul-08	- 7.2	2.3	- 1.8	- 6.7	0.4	2.0	- 1.9	5.4	- 1.0
Aug-08	- 1.2	0.0	6.5	0.8	- 0.7	-15.8	- 7.9	9.7	0.9
Sep-08	- 9.1	- 5.6	- 3.9	- 4.1	0.0	-12.2	- 4.8	25.5	- 5.0
Oct-08	- 3.6	- 2.7	4.9	- 6.9	- 4.9	- 0.1	- 4.8	36.2	- 0.5
Nov-08	- 1.9	- 5.6	- 0.2	- 9.8	-12.6	2.5	- 6.8	30.7	- 2.8
Dec-08	- 6.9	- 9.4	-10.5	- 6.7	-14.2	21.8	- 2.5	12.1	- 8.1
Jan-09	-11.2	-13.2	- 6.9	-16.5	- 9.9	0.0	-23.2	27.7	-10.7
Feb-09	- 4.1	-14.3	- 7.3	-16.7	-13.1	- 4.5	-13.9	- 4.4	-12.0
Mar-09	-11.4	-17.4	-14.6	-14.6	-17.8	- 9.4	- 6.8	-10.9	-15.6
Apr-09	- 9.8	-11.3	- 7.3	1.2	-20.7	-13.7	-15.0	-27.7	-11.2
May-09	-11.0	-18.0	-15.7	-15.7	-18.0	-11.9	-16.8	-12.6	-16.1

May year-over-year growth rates

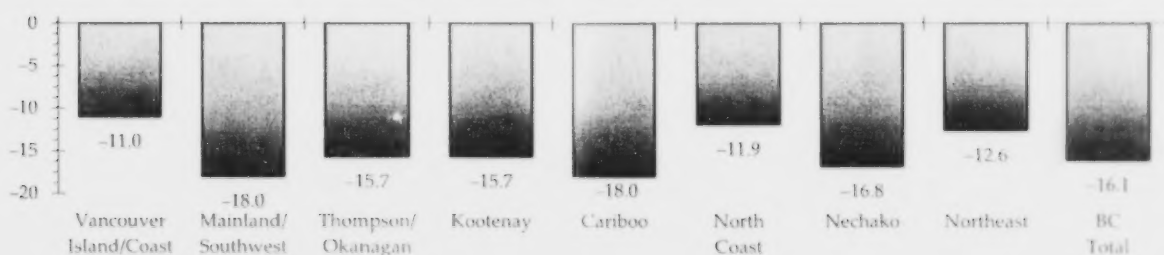


Table 6: Traveller Entries to Canada via BC (000s), Seasonally Adjusted

Period	Total	USA			Overseas			
		Total	Same-day	Overnight	Total	Asia	Europe	Other ¹
Annual data								
2004	7,448	6,039	2,478	3,562	1,409	716	458	235
2005	7,225	5,751	2,314	3,436	1,474	724	494	257
2006	6,846	5,380	1,945	3,435	1,466	717	493	257
2007	6,577	5,062	1,767	3,295	1,515	699	519	297
2008	5,989	4,476	1,440	3,035	1,513	673	514	326
Annual percent changes								
2004	1.5	- 1.6	- 4.0	0.1	17.6	23.9	11.7	11.6
2005	- 3.0	- 4.8	- 6.6	3.5	4.6	1.1	7.8	9.3
2006	- 5.2	- 6.5	-16.0	0.0	- 0.5	- 0.9	- 0.2	0.0
2007	- 3.9	- 5.9	- 9.1	4.1	3.3	- 2.5	5.3	15.6
2008	- 8.9	-11.6	-18.5	- 7.9	- 0.1	- 3.8	- 1.0	10.0
Monthly data								
Jun-08	495	369	116	253	126	56	43	26
Jul-08	464	337	110	227	127	57	43	27
Aug-08	437	309	105	204	129	57	44	28
Sep-08	502	377	120	257	125	55	42	27
Oct-08	500	376	121	255	124	53	42	29
Nov-08	503	381	121	260	122	53	41	28
Dec-08	493	371	108	263	122	55	41	26
Jan-09	495	374	124	250	122	53	42	26
Feb-09	497	377	126	251	120	54	41	26
Mar-09	489	374	126	249	115	52	38	24
Apr-09	489	372	117	254	117	52	41	24
May-09	492	382	124	258	110	49	39	22
Jun-09	469	366	116	250	103	44	38	22
Month-over-month growth rates								
Jun-08	- 3.3	- 3.1	- 4.0	- 2.7	- 4.0	- 6.9	- 1.2	- 2.1
Jul-08	- 6.3	- 8.7	- 5.2	10.3	0.6	0.4	0.0	2.0
Aug-08	- 5.7	- 8.4	- 4.7	-10.2	1.7	0.7	0.8	5.2
Sep-08	14.7	22.1	14.2	26.1	- 3.0	- 2.7	- 2.9	- 3.9
Oct-08	- 0.3	- 0.1	0.8	- 0.5	- 0.8	- 4.4	- 0.2	5.5
Nov-08	0.7	1.3	- 0.2	2.0	- 1.2	0.5	- 2.2	- 2.9
Dec-08	- 2.1	- 2.6	-10.2	0.9	- 0.5	3.2	- 0.3	- 7.5
Jan-09	0.4	0.6	13.9	4.9	- 0.1	- 2.6	1.8	2.3
Feb-09	0.4	0.9	1.6	0.5	- 0.9	0.1	- 3.2	0.4
Mar-09	- 1.6	- 0.7	0.0	1.0	- 4.5	- 2.0	- 5.5	- 8.0
Apr-09	- 0.1	- 0.6	- 6.5	2.3	1.6	- 1.7	8.1	- 1.5
May-09	0.6	2.7	5.6	1.3	- 6.1	- 5.8	- 5.6	- 7.5
Jun-09	- 4.5	- 4.1	- 6.7	2.9	- 5.9	- 9.5	- 3.9	- 1.7

¹ Oceania (Australia, New Zealand, and other South Pacific nations), North & South America (excluding US), and Africa.
Data Source: Statistics Canada.

Table 7: Transportation Indicators, Seasonally Adjusted

Period	Air Passenger Traffic (000s)				Other Transportation (000s)			
	Vancouver				Victoria	BC Ferries		Coquihalla Hwy
	Total	Domestic	Trans-border	Other Int'l.	Total	Vehicles	Passengers	Passenger Vehicles
Annual data								
2004	15,725	7,986	3,964	3,775	1,250	8,532	21,955	2,572
2005	16,419	8,348	4,107	3,965	1,318	8,539	21,791	2,620
2006	16,924	8,712	4,252	3,959	1,390	8,530	21,689	2,583
2007	17,495	9,017	4,361	4,117	1,482	8,559	21,690	2,712
2008	17,852	9,345	4,336	4,172	1,538	8,226	20,992	1,879
Annual growth rates								
2004	9.8	9.9	3.9	16.5	5.7	3.3	2.8	4.3
2005	4.4	4.5	3.6	5.0	5.5	0.1	- 0.7	1.8
2006	3.1	4.4	3.6	- 0.1	5.5	- 0.1	- 0.5	- 1.4
2007	3.4	3.5	2.6	4.0	6.6	0.3	0.0	5.0
2008	2.0	3.6	- 0.6	1.3	3.8	- 3.9	- 3.2	-30.7
Monthly data								
Jun-08	1,527	800	372	355	130	699	1,785	227
Jul-08	1,474	768	360	347	130	686	1,751	215
Aug-08	1,479	779	362	337	132	674	1,725	220
Sep-08	1,409	747	328	333	129	666	1,692	177
Oct-08	1,428	762	348	319	130	671	1,737	x
Nov-08	1,445	765	344	337	131	668	1,726	x
Dec-08	1,417	738	338	341	117	644	1,654	x
Jan-09	1,383	715	334	335	128	704	1,757	x
Feb-09	1,393	732	332	329	125	679	1,737	x
Mar-09	1,366	716	329	321	125	662	1,707	x
Apr-09	1,381	726	337	318	127	680	1,746	x
May-09	1,312	713	314	285	124	679	1,729	x
Jun-09	1,284	703	305	276	125	700	1,759	x
Month-over-month growth rates								
Jun-08	- 0.1	0.5	- 1.3	- 0.2	1.1	- 0.9	- 0.4	3.0
Jul-08	- 3.4	- 3.9	- 3.2	- 2.4	0.0	- 1.9	- 1.9	- 5.2
Aug-08	0.3	1.5	0.6	- 2.7	1.0	- 1.9	- 1.5	2.5
Sep-08	- 4.7	- 4.1	- 9.4	- 1.3	- 2.1	- 1.2	- 1.9	-19.6
Oct-08	1.4	1.9	5.9	- 4.3	0.8	0.8	2.6	x
Nov-08	1.2	0.4	- 1.0	5.6	1.1	- 0.4	- 0.6	x
Dec-08	- 2.0	- 3.4	- 1.9	1.3	-10.7	- 3.6	- 4.2	x
Jan-09	- 2.4	- 3.2	- 1.2	1.8	8.9	9.3	6.2	x
Feb-09	0.7	2.4	- 0.5	- 1.8	- 2.0	- 3.6	- 1.1	x
Mar-09	- 1.9	- 2.2	- 1.0	2.4	- 0.2	- 2.5	- 1.7	x
Apr-09	1.1	1.3	2.5	- 0.8	1.8	2.8	2.3	x
May-09	- 5.0	- 1.7	- 6.9	10.5	- 2.2	- 0.2	- 0.9	x
Jun-09	- 2.1	- 1.4	- 2.8	- 3.3	0.5	3.1	1.7	x

Data Source: Vancouver Airport Authority, Victoria Airport Authority, BC Ferries and Ministry of Transportation data.

x = Data currently not available.

Table 8: Tourism Sector Indicators, Seasonally Adjusted

Period	Employment in key tourism industries ¹ (000s)				Hotel Industry ²		Consumer Price Index ¹	
	Air transport ⁴	Accommodation	Food & beverage services	Arts, entertainment & recreation	Occupancy Rate ³ (%)	Room Rate (\$)	Traveller accommodation	Restaurant meals ⁴
Annual data								
2004	15.5	31.5	125.8	33.1	61.3	115.7	82.6	103.6
2005	15.8	32.9	128.8	33.3	63.9	116.3	80.0	106.6
2006	16.4	35.2	135.1	35.5	65.7	122.0	77.5	109.4
2007	16.7	35.8	141.1	36.5	66.6	128.0	81.1	112.2
2008	16.5	36.4	149.0	35.6	64.5	133.0	83.5	115.1
Annual growth rates								
2004	0.4	0.1	1.3	7.1	5.1	1.7	- 8.4	1.8
2005	1.9	4.5	2.4	0.5	4.3	0.5	- 3.0	2.9
2006	3.7	6.9	4.9	6.8	2.8	4.9	- 3.2	2.5
2007	1.9	1.6	4.5	2.8	1.3	4.9	4.7	2.6
2008	- 1.3	1.7	5.5	- 2.5	- 3.1	4.0	3.0	2.6
Monthly data								
Jun-08	16.6	36.5	148.6	35.2	65.9	135.9	83.7	114.8
Jul-08	16.7	36.3	149.7	35.1	64.3	132.2	83.6	115.6
Aug-08	16.7	36.0	149.6	35.7	64.8	132.1	83.2	116.0
Sep-08	15.8	35.5	151.0	35.9	62.7	132.1	83.1	116.4
Oct-08	16.7	35.6	153.2	36.9	62.9	133.8	82.9	116.5
Nov-08	16.9	35.4	152.6	36.6	62.1	134.2	85.2	116.6
Dec-08	16.4	36.5	153.4	35.3	61.1	131.6	84.8	116.7
Jan-09	16.6	35.6	153.2	37.3	60.7	132.1	82.5	117.0
Feb-09	18.1	35.8	153.7	37.1	61.9	131.1	81.8	117.4
Mar-09	17.8	34.4	151.2	36.7	58.4	129.6	81.5	117.8
Apr-09	17.9	33.9	149.5	36.8	58.7	130.8	81.4	117.9
May-09	16.7	32.8	150.2	37.8	57.0	127.9	80.7	118.0
Jun-09	16.2	32.2	148.2	38.4	56.7	125.0	80.0	117.9
Month-over-month growth rates								
Jun-08	- 1.0	- 0.2	0.6	1.0	0.3	1.0	0.2	0.3
Jul-08	0.6	- 0.7	0.7	- 0.3	- 1.6	- 2.7	- 0.1	0.7
Aug-08	0.2	- 0.6	0.0	1.7	0.5	- 0.1	- 0.5	0.3
Sep-08	- 5.5	- 1.4	0.9	0.6	- 2.1	0.0	- 0.1	0.3
Oct-08	5.5	0.2	1.5	2.8	0.2	1.3	- 0.2	0.1
Nov-08	1.5	- 0.4	- 0.4	- 0.8	- 0.8	0.3	2.8	0.1
Dec-08	- 3.5	3.0	0.5	- 3.4	- 1.0	- 1.9	- 0.5	0.1
Jan-09	1.4	- 2.4	0.1	5.6	- 0.4	0.4	- 2.7	0.3
Feb-09	9.3	0.5	0.3	- 0.7	1.2	- 0.8	- 0.8	0.3
Mar-09	- 2.0	- 4.0	1.6	- 0.9	- 3.5	- 1.1	- 0.4	0.3
Apr-09	0.8	- 1.4	- 1.1	0.1	0.3	0.9	- 0.1	0.1
May-09	- 6.7	- 3.2	0.5	2.7	- 1.7	- 2.2	- 0.9	0.1
Jun-09	- 3.2	- 1.8	- 1.3	1.7	- 0.3	- 2.3	- 0.9	- 0.1

¹Data Source: Statistics Canada (Employment data from Survey of Employment Payroll & Hours) and BC Stats.

²Data Source: Pannell Kerr Forster and BC Stats.

³Occupancy Rate change expressed as percentage point change.

⁴No identifiable seasonality.

Table 9: Food Services Receipts, Seasonally Adjusted

Period	Food Services and Drinking Places ¹ Receipts (\$ million)					
	BC ²			Canada		
	Total	Drinking Places	Food Services	Total	Drinking Places	Food Services
Annual data						
2004	6,715	771	5,944	39,818	2,741	37,076
2005	6,916	712	6,203	41,190	2,724	38,466
2006	7,405	576	6,788	43,356	2,580	40,775
2007	7,611	622	6,937	44,637	2,521	42,116
2008	7,664	x	x	46,682	2,549	44,133
Annual growth rates						
2004	5.8	x	x	4.8	3.1	4.9
2005	3.0	7.6	4.4	3.4	- 0.6	3.7
2006	7.1	-19.2	9.4	5.3	- 5.3	6.0
2007	2.8	8.1	2.2	3.0	- 2.3	3.3
2008	0.7	x	x	4.6	1.1	4.8
Monthly data						
Jun-08	648	57	594	3,911	220	3,691
Jul-08	642	50	592	3,897	212	3,685
Aug-08	637	49	589	3,930	213	3,717
Sep-08	634	50	582	3,903	211	3,692
Oct-08	642	50	591	3,955	212	3,743
Nov-08	637	55	584	3,925	215	3,710
Dec-08	618	x	x	3,873	213	3,660
Jan-09	657	x	x	3,936	217	3,719
Feb-09	641	x	x	3,950	220	3,730
Mar-09	637	x	x	3,966	219	3,747
Apr-09	651	55	598	3,989	218	3,772
May-09	653	55	598	4,029	217	3,812
Jun-09	647	58	591	3,979	219	3,759
Month-over-month growth rates						
Jun-08	1.2	1.0	2.3	- 0.2	3.6	- 0.4
Jul-08	- 0.9	-11.0	- 0.3	- 0.3	- 3.6	- 0.1
Aug-08	- 0.7	- 3.3	- 0.6	0.8	0.2	0.9
Sep-08	- 0.5	3.3	- 1.1	- 0.7	- 0.5	- 0.7
Oct-08	1.3	0.0	1.4	1.3	0.4	1.4
Nov-08	- 0.8	8.7	- 1.2	- 0.8	1.3	- 0.9
Dec-08	- 3.0	x	x	- 1.3	- 0.9	- 1.4
Jan-09	6.4	x	x	1.6	1.9	1.6
Feb-09	- 2.5	x	x	0.3	1.4	0.3
Mar-09	- 0.7	x	x	0.4	- 0.7	0.5
Apr-09	2.2	2.3	2.0	0.6	- 0.5	0.6
May-09	0.4	0.4	0.0	1.0	- 0.1	1.1
Jun-09	- 0.9	4.4	- 1.1	- 1.3	0.9	- 1.4

¹Data Source: Statistics Canada & BC Stats.

x = Data currently not available

²Seasonally adjusted totals are calculated by Statistics Canada; Food Services and Drinking Places receipts are BC Stats estimates and may not sum exactly to provincial totals.

Table 10: Accommodation Category Definitions

Type	Definition
<i>Hotel</i>	These establishments provide suites or guest rooms within a multi-storey or high-rise structure, accessible from the interior only, and they generally offer guests a range of complementary services and amenities, such as food and beverage services, parking, laundry services, swimming pools and exercise rooms, and conference and convention facilities.
<i>Motel</i>	These establishments are designed to accommodate clients travelling by motor vehicle, and provide short-stay suites or guest rooms, within a one or two-storey structure, characterized by exterior access to rooms and ample parking areas adjacent to the room entrances. Limited complementary services and amenities may also be provided. These establishments typically also feature exterior access to rooms.
<i>Freshwater/Saltwater Fishing Lodge</i>	These establishments provide a range of services, such as access to outpost camps or housekeeping cabins, meals and guides, and they may also provide transportation to the facility, and sale of food, beverages, and fishing supplies.
<i>Vacation Rental</i>	These establishments provide temporary or longer-term accommodation, which, for the period of occupancy, may serve as a principal residence. These establishments may also provide complementary services, such as housekeeping, meals and laundry services. (Also includes housekeeping cottages and cabins. These establishments are designed to accommodate vacationers and may include access to private beaches and fishing.)
<i>Miscellaneous</i>	All other properties not included or classified as above, including adventure/ hunting lodges, bed and breakfasts, guest ranches, reservation agencies and resorts.

Table 11: Urban Centre Definitions

Urban centres (and Census subdivisions/CSDs) are classified into various types, according to official designations adopted by provincial or federal authorities. The type indicates the municipal status of a census subdivision.

Type	Definition
C	City
DM	District Municipality
RM	Resort Municipality
T	Town
V	Village

